

2020 Iowa Farmers Market Association Speaker Bios & Contact Information

Lorrie Beaman is an experienced Executive Director with a demonstrated history of working in the leisure, and sales. Skilled in Team Building, Nonprofit Management, Supply Chain Management, Cost Reduction, and event planning. Strong business development professional with a Bachelor's degree focused in Recreation Administration from Texas State University.

Marie Boyd is the Special Project Manager for Healthy Harvest of North Iowa, through which she leads a FM Project Team that facilitates shared programming and learning amongst local area markets. She is currently serving her first year as a member of the Iowa Farmers Market Association Board, and sits on the Board of the North Iowa Farmers Market (NIFM) and the Hampton Farmers Market. Sharing resources and building relationships is a big part of Marie's work, resulting in her interest in promoting the use Farmers Market Coalition membership benefits and exploring discussions around shared market metrics.

Melissa Carter is the Vice Chairperson and Co-founder of the Quad Cities Independent Food Truck Alliance. She also sits on the Executive Board of the Freight House Farmer's Market in Davenport, Iowa. Owning and operating food trucks has been her passion the past several years. Her first truck, Nombo's, is a classic "California style" full commissary unit specializing in comfort foods, offering several different types of mac-n-cheese varieties, as well as specialty breakfast items (donut breakfast sandwich, smoked sausage burritos, etc.). The second "truck", Hippy Chick is a trailer type unit and has an ever changing menu curated to each event. In her spare time she is employed by the 7th Judicial District Department of Corrections. She enjoys spending time with her family and catering to her Old English sheepdog's every whim.

Aryn McLaren is the Double Up Food Bucks Coordinator at the Iowa Healthiest State Initiative where she oversees the design, implementation, and evaluation of the Double Up program. In 2016, Aryn helped launch the statewide SNAP-incentive program that has since expanded to over 30 sites including retail grocery stores, farmers markets, farm stands and mobile markets. In 2018, Aryn assisted in securing nearly a million dollars of funding to help support the growth of the Double Up Food Bucks program in Iowa. Aryn received her undergraduate degree in biology from Grandview University and her masters of public health degree at Des Moines University.

Dr. Alfonso Morales is originally from New Mexico and his family has farmed and ranched in West Texas for more than 100 years. He is interested in applying science to support society and to help produce social goods. He studies food systems, public marketplaces, and street vendors, supports non-profit organizations, writes about these topics as well as about entrepreneurship, law, and regulation, and he does a variety of outreach activities.

He has been part of more than \$10m of research grant activity with units around the UW including the School of Medicine, the College of Ag and Life Sciences, the School of Human Ecology, the Nelson Institute and the College of Letters and Science. He has four books with two more in the works for next year and he writes for a variety of audiences, and his work is discussed in numerous national and international media outlets.

For instance, in February of 2018 he was invited to deliver the Coss Lecture to the Society for the Advancement of American Philosophy, in March of 2018 he did an hour long "University of the Air" interview for Wisconsin Public Radio, and he traveled to Valencia Spain to deliver a Keynote address to a conference of academics and government on the place of markets and urban agriculture in large city food systems.

A more extensive biography including links to videos and related websites can be found at <https://dpla.wisc.edu/staff/alfonso-morales/>.

Mike Naig grew up helping his dad and uncle run their crop and livestock farm in the northwest corner of the state near Cylinder, Iowa. He is still involved in the operation today. Mike graduated from Buena Vista University in Storm Lake with degrees in biology and political science. He and his wife, Jaime, have three boys. Before becoming Secretary, Mike had been active in agribusiness for over 13 years, serving in public policy roles for state and national trade associations and in the private industry. Mike served as the Iowa Deputy Secretary of Agriculture under Bill Northey since September 2013. In this role, Mike was responsible for the operations of the department's policy, budget, and personnel. His experience working alongside Secretary Northey showed him the importance of being accessible to Iowans to better represent their interests and be responsive to their needs. In a state where agriculture is the leading economic driver, Mike is committed to leading efforts to protect consumers, expanding economic opportunities for Iowans, continue to build partnerships on land stewardship and water quality initiatives, and advocating in Iowa and around the globe on behalf of the hard-working men and women who keep us fed and fueled.

Paul Ovrom is the State Horticulturist for the Iowa Department of Agriculture and Land Stewardship. He has worked for the Department for twelve years now and in his current position for the last five. Paul manages the Produce Safety Rule Grant Program, the Iowa Sensitive Crops Registry, and is the administrator for the Iowa Farmers Market Nutrition Program. He co-manages the Capitol Complex Farmers Market. Paul and his son manage a seasonal landscaping company. He is a past president of the National Association of Farmers Market Nutrition Programs and serves on several horticulture-related state, regional, and national boards. Paul has two undergraduate degrees (botany and horticulture) and a Masters in forestry, all from ISU.

Kurt Rueber is an Environmental Specialist with the Food and Consumer Safety Bureau which is a part of the Iowa Department of Inspections and Appeals. One of Kurt's tasks at his job is working with markets and vendors on understanding Iowa's food and consumer safety laws. Kurt has been attending the IFMA Workshop for a few years now and welcomes lots of questions.

2020 Iowa Farmers Market Association Workshop Speaker Contact Information

Lorrie Beaman, IFMA Board
Freight House Farmers Market Manager
freighthousefarmersmarket@gmail.com
<https://freighthousefarmersmarket.com/>

Marie Boyd, IFMA Board
Healthy Harvest of North Iowa
marie@healthyharvestni.com
<https://www.healthyharvestni.com/>

Melissa Carter
Quad Cities Independent Food Truck Alliance
gcifta@gmail.com
<https://www.facebook.com/quadcityfoodtruck/>

Donna Brahms, IFMA President
Atlantic Farmers Market & 3 Bee Farms
donna@3beefarms.com
[www.http://3beefarms.com/](http://www.3beefarms.com/)

Ivan Hankins, Technical Advisor
Iowa Weights and Measures Bureau
Iowa Department of Agriculture and Land Stewardship
515-725-1492 / Ivan.hankins@iowaagriculture.gov
<http://www.iowaagriculture.gov/>

Aryn McLaren, Director of Programs
Healthiest State Initiative
515-309-3227 / aryn@iowahealthieststate.com
<http://www.iowahealthieststate.com/resources/communities/double-up-food-bucks/>

Dr. Alphonso Morales, Vilas Distinguished Achievement Professor
Department of Planning and Landscape Architecture
University of Wisconsin – Madison
morales1@wisc.edu
<https://dpla.wisc.edu/staff/alfonso-morales/>

Mike Naig, Iowa Secretary of Agriculture
Iowa Department of Agriculture and Land Stewardship
515-281-5321 / agri@iowaagriculture.gov
<http://www.iowaagriculture.gov/>

Paul Ovrom, State Horticulturist
Iowa Department of Agriculture and Land Stewardship
515-242-6239 / paul.ovrom@iowaagriculture.gov
<http://www.iowaagriculture.gov/>

Kurt Rueber, Environmental Specialist
Food & Consumer Safety Bureau
Iowa Department of Inspections and Appeals
515-281-6538 / Kurt.Rueber@dia.iowa.gov
<https://dia.iowa.gov/food-consumer-safety>